



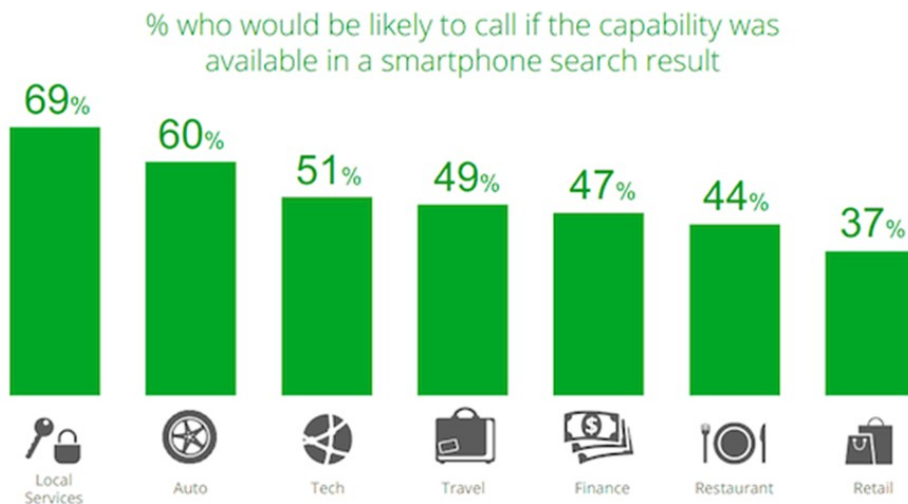
# MID-ATLANTIC MINUTE

A Newsletter From Your Ashley Marketing Specialists

**Seventy-percent of mobile searchers call a business** directly from search results, according to new Google/Ipsos research. Whether someone is searching on their mobile device for a restaurant, a local service, or a car rental, the presence of a click-to-call button increases click-through rates and brand perception.

Across all seven of the verticals Google researched (Travel, Restaurant, Auto, Local Services, Retail, Finance, Technology), click-to-call, whether it appeared in the paid or organic results, was an important feature for people looking to find information and make purchases, Google said.

## CONSUMERS ACROSS ALL VERTICALS ARE LIKELY TO USE CLICK TO CALL



BASE: VERTICAL-SPECIFIC USERS/PURCHASERS  
Q6 IS THE FIRST IN THE SET OF QUESTIONS BASED AMONG SUB-VERTICAL QUOTA ASSIGNMENTS  
Q6: IF YOU HAD BEEN CONDUCTING A SEARCH FOR [INSERT SUB-VERTICAL NAME] INFORMATION AND RECEIVED RESULTS ON YOUR SMARTPHONE SIMILAR TO THOSE SHOWN BELOW (BUT RELEVANT TO YOUR LOCATION AND SEARCH), HOW LIKELY WOULD YOU BE TO CALL A BUSINESS? (PT SCALE FROM "NOT AT ALL LIKELY" TO "EXTREMELY LIKELY", TOP 2 BOX SHOWN)

Calls are most important to mobile searchers who are researching (52 percent) or ready to buy (61 percent).

Google ads generate more than 40 million calls each month – 75 percent of those calls last longer than 30 seconds, and the majority of calls from ads lasted an average of six minutes, which suggests that most mobile searchers aren't looking for quick information, Google said.

And what about businesses that don't offer a call option? Almost

half of those surveyed said "the lack of a call option would lead them to be both frustrated with the business and more likely to turn to another brand. Additionally, 33 percent said that they would be less likely to refer the brand to others and would be less likely to use the brand in the future."

"It's clear from our findings that driving phone calls should still be a priority for businesses in every industry," according to Adam Grunewald, Google's mobile marketing manager. "Businesses can easily help mobile searchers get in touch by attaching call extensions to their mobile search ads. While the presence of the call button in organic results depends on a number of factors, you can schedule your mobile search ads and call extensions to show only at relevant times or only in specific searches."



**New Sierra Sleep bedding line** has been recently added to the Ashley family featuring an entire series of innerspring, memory

foam and gel/memory foam mattresses. The impressively priced new product line offers great comfort along with the newest of technologies to bring a great value to the retail consumer. Compression Technologies in the memory/gel series allows for the most efficient transportation and a lower carbon footprint for the mattresses (compressed in box). With multiple options from firm to pillow top in some of the series to plush to ultra-plush, there is certainly a choice for every consumer in the market.

Sierra Sleep is the name of the new mattress



line successfully launched by Ashley at the Las Vegas Market earlier this year, and which will make its High Point debut at the spring market there.

And there is a new leader of the Ashley bedding program: Ashley veteran Brad Rogers. He's the Senior Vice-President of the Ashley Sleep/Sierra Sleep division.

"We had a tremendous market with a lot of positive comments [at the Las Vegas Market in January]," Rogers said. "We are the new 'S' in town."

The new line, targeted at independent bedding retailers, consists memory foam, gel foam, and innerspring models, with innerspring models ranging from \$299 to \$899 and gel topping out at \$1,999.

Ashley also revamped its Ashley Sleep models retailing from \$399 to \$1,499. "We felt we could be a little stronger and offer stronger values at every price point," Rogers said. Innerspring and hybrid models were included in the revamped offerings.

Rogers, who spent 20 years at Serta before joining Ashley several years ago, said Ron and Todd Wanek, Ashley's top executives, are serious about growing the company's bedding program. "The Waneks are committed to the bedding business," he said.

Ashley is currently producing innerspring bedding at its plants in Verona, Miss., and Colton, Calif., and has plans to add more facilities. The specialty sleep beds are produced in China.

*"We felt we could be a little stronger and offer stronger values at every price point"*

*—Brad Rogers, senior vice-president of Ashley Sleep/Sierra Sleep division*



**Creative and integrated campaigns that drive consumers** to social channels and encourage them to interact with brands are tough to pull off without some serious strategy behind them. There are a few concepts and platforms that can help build integrated campaigns, and here are five of them:

1. Use apps.

Apps help marketers set and reach goals, and many offer valuable data to evaluate and use as a basis for future campaigns. Choose a platform that offers great customer service, aggregation tools, and data options.

2. Connect campaigns to in-store promotions.

If you're a brick and mortar marketer, you have to start connecting social to what goes on inside your store. Use user-generated content as in-store ads to connect real people to your products. Promote hashtags in store, and encourage customers to Instagram photos with hashtags for chances to win a contest or be featured on a website.

3. Tie a social campaign to TV advertising.

Not all brands have TV ad budgets, but for those that do, tying advertising into social campaigns is the future of social marketing. Let those budgets work together and stretch the reach of campaigns beyond a Facebook page.

4. Use data.

Use data to power your ad purchases to make smarter decisions, even if you are an in-house social media coordinator at a small agency. Power campaign decisions based on the demographics, behaviors and habits of the people who interact with your brand online already.

5. Use campaigns to drive website traffic.

It's important to build social campaigns that drive audiences back to your website to interact with your products or offerings. For instance, JustFab.com encouraged fans to browse its product line and tweet their wish list link with the hashtag #JustFabWish. For tweeting, fans got a chance to win their most-wanted style. I'm willing to bet a good portion of those who entered also browsed the site and made a purchase they couldn't wait to win.



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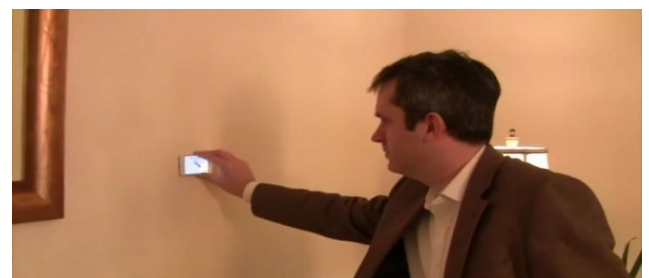
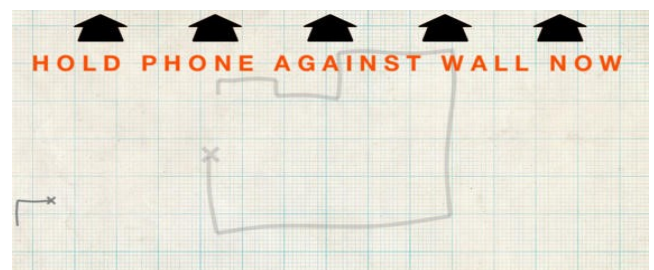


*Remember:*

**High Point Market**  
**April 5—10, 2014**  
**High Point, NC**



**It's not a bad idea to measure a room** before you go out and buy a bunch of new furniture. And if you've got an iPhone, that becomes less of an ordeal because you can trade your tape measure for this slick app called **RoomScan**. It automatically generates floorplans by simply tapping your phone on every wall.



Presumably relying on your phone's built-in GPS and gyroscope to determine distances and the orientation of walls, **RoomScan** is accurate to within about half a foot. If you're roughing out a floorplan, that should be adequate enough. But if it's not, you can opt for the \$5 'pro' version that lets you specify exact distances (if you have a separate laser measure) and easily place doors and windows. Now if only there was an app that automatically moved furniture too.